

Daily Concerts by Nahan Franko Orchestra in Our Popular Price Restaurant, Eighth Floor

BARGAIN FRIDAY at SIMPSON CRAWFORD'S

Bargain Friday Sale

Dress Good Lemnants

Over 5,000 yards of the most desirable materials. 36-inch to 50-inch widths

The lot consists of the best selling qualities of staple dress goods and lengths, ranging from one to six yards, in 36-inch to 50-inch widths. This low figure does not cover the cost of weaving most of these goods.

Much Wanted Crepe Dress Goods
 81.00 All Wool Cream Hard Twill Storm Serge, yd., 68c
 81.25 Cream and Black Hairline Serge, at yd., 93c
 81.19 All Wool Cream Diagonal rge, at yd., 89c
 81.25 All Wool Cream Imported rge Serge, yd., 75c
 81.19 Imported Cream Mohair Siam, at yd., 74c
 81.75 Imported Cream Chiffon Pama, at yd., 11.23
 83.00 54-inch Cream Coating Dignat, at yd., 11.79
 83.00 54-inch Cream Coating Hopking, at yd., 11.79

Imported Gray Mannish Suitings: A fashionable dress material for every day wear, in a splendid assortment of silk mixed Surah Serges. Various shades of grays, each in demand this season. Regularly \$1.50, at **95c**

Simpson Crawford Co., Sixth Avenue's Finest Store

Bargain Friday Sale

Infants' Department

Children's White Lawn Dresses. Very Special, at **49c**

These dresses are well made, square neck trimmed with embroidery, short puff sleeve, finished with tucked band, full skirt and ep hem. Sizes 3 to 6 years. Regularly 79c.

Children's Rough Straw Hats
 Round or square crowns, with red or blue ribbon trimming and rosette at the side, at **49c**

Simpson Crawford Co., Sixth Avenue's Finest Store

Bargain Friday Sale

Embroidered Robes

\$10 to \$12.50 Handsome Voile **\$4.95**

These pretty robes are full 42 inches long and have deep embroidered ends with ample waist trimming and material to make us desired. The greatest values ever offered in fashion up to the minute styles of merchandise. All colors, embroidered on white.

Embroideries Sell at **5c** Embroideries up to 27 inches wide
 95c for 40-inch handsome embroidered robes. Adding colors, such as coral, sea-hagen, lavender or light bluish. You will find nothing but exclusive patterns here. The bands to match, yard, **5c**

Simpson Crawford Co., Sixth Avenue's Finest Store

Bargain Friday Sale

Again! Those Natty New Wash Suits for Boys

Precisely the Suits That Are Selling in Many Stores: \$1.50 to \$1.75, at **\$1.19**

Every mother there sees them will surely want a whole summer's supply because she can get it at a third less than she would expect to pay for such nice suits. A complete selection and my effects in Russian or sailor styles. All good materials. Sizes 2½ to 10 years.

Boys' Two-Trouse Suits
 Strictly all-wool fancy fabrics. Norfolk, double-breasted style. Sizes 8 to 17 years. Regularly \$6.00, at **3.95**

Boys' Navy Blue Serge Suits
 Norfolk or double-breasted; full cut knickerbocker pants; also Russian sailor suits, sizes 2½ to 10 years; regularly **\$3.95**

Simpson Crawford Co., Sixth Avenue's Finest Store

Bargain Friday Sale

Sample Corsets

Desirable Materials in Styles to Suit All Figures: To-morrow at **1.48**

VALUES ranged to \$3.50. Some are slightly soiled. Made up in desirable materials and styles to suit all figures. Closely held, flat over abdomen. High or low bust, strong garter attached. Sizes 18 to 27.

Balance of a Lot "J. B." "C. B." and "Her Majesty" Corsets Placed on Sale To-morrow
 Made of strong silk. Low or medium bust, long over hips and abdomen, lace trimmed, garters front and back. Excellent for slight and medium full figures. Sizes in all 18 to 26. Regularly **75c**

Simpson Crawford Co., Sixth Avenue's Finest Store

Bargain Friday Sale

Muslin Underwear

\$2.00 and \$3.00 Dainty White **\$1.69**

JUST about enough to meet Friday's lively demand. The value is so extraordinary that they will quickly claim your attention. A number of styles with fine cambric body, deep lace flounce of insertions and ruffle, fine laces headed with lacing and ribbon; others embroidered trimmed.

Women's Cabinations
 Cover and drier or skirt; of fine muslin, princess or waist models; lace or embroidery trimmed; with beading and ribbon, **\$1.50**

20 styles of corset covers
 Fine muslin, in 20 styles; trimmed with wide embroidery insertions. Odalisks, laces and wash ribbons. **50c**

Simpson Crawford Co., Sixth Avenue's Finest Store

Bargain Friday Sale

Women's Home Dresses—very special to-morrow

Dresses to be made to retail at \$1.50. A model suitable for home work or marketing; of blue or black check poplin, Peter Pan collar and ¾ sleeves; **\$1.00**

Simpson Crawford Co., Sixth Avenue's Finest Store

Bargain Friday Sale

Unprecedented Reduction Sale of Women's Tailored Suits

at **\$17.50** Our Most Successful Styles. Formerly Priced \$22.50, \$25 and \$29.75

THESE suits are all from our regular stock which assures you of their desirability. Style, material and tailoring are all that can be desired. Newest styles such as will appeal to fashionable women; such correct fabrics as French serge and swaggar mixtures. All are richly lined with peau de cygne.

Women's Washable Dresses, **\$2.95**
 Usually priced up to \$4.50

Is there anything more delightfully cool and comfortable than these dainty creations of dotted and figured lawn? They are made in the popular Dutch neck models, are prettily trimmed with embroidery and have tucked skirts. The quantity is limited, so please hurry.

Women's New Tub Dresses, **\$3.95**
 Usually priced at \$4.50 and \$5.00

Newest fashionable models; with high, round, Dutch neck; three-quarter or kimono sleeves, beautifully trimmed with laces, pipings, buttons, etc. The materials are Anderson gingham, in the best patterns and colors; also chambrays. They launder beautifully.

Simpson Crawford Co., Sixth Avenue's Finest Store

32 Years London of Fashion Simpson Crawford Co. SIXTH AVE. 19TH TO 20TH STREETS. NEW YORK

Bargain Friday Sale

Chic Millinery for the Memorial Day Holiday

HAVE you given Decoration Day a thought? We have! You'll find the Simpson Crawford store ready with the most glorious cool and summery looking hats you could possibly wish to see.

Model A This very becoming Outing Hat **\$4.98**
 Model B A very large Mushroom Brim Sailor **\$7.95**
 Model C This fine Hemp Hat trimmed with large Pom-Pon **\$6.50**

Paris Made Hats of Finest Hemp or Leghorn
 Trimmed in many ways; each one expressing the latest ideas in trimmed millinery. **\$7.95**

The Grayling and Olympic Small Black Hats
 Two stunning shapes of Azure hair or Java. Light as a feather, beautifully trimmed with wings or enormous silk bows, extremely good values at **\$5.98 to \$4.98**

Untrimmed Hat Section
 Just fancy buying the most beautiful hats with Java Body Hats. In white, buff or black. **95c** to **\$1.48**

Bargain Friday Sale

Noteworthy Friday Prices on Women's Knit Underwear

Women's Swiss Ribbed Lisle Union Suits. **49c**
 Lisle Thread or Cotton Union Suits; low neck and sleeveless, umbrella shaped drawers, lace trimmed; also with tight knee. **49c**

Women's Ribbed Vests—Swiss Ribbed Sea Island Cotton Vests, plain or fancy lace trimmed, in several designs; low neck, sleeveless. Value 25c, Special 3 for 50c; each **19c**

Women's Umbrella Pants—Swiss Ribbed Lisle Thread Drawers, umbrella shaped, lace trimmed, French band; also Jersey ribbed cotton, with quatrionne top. Value 35c, Special 3 for 100c; each **35c**

Men's Fine Quality Lisle and Cotton Hosiery, **23c**
 These stockings are of gauze and medium weight lisle thread, full fashioned high spliced heels and reinforced soles. Black, white and tan. Regularly 35c.

Women's Fine Imported Men's Imported Half Hose Sample Hosiery
 Full fashioned high spliced heels and double soles and extra heavy garter welt top. Black, white, tan and all the fashionable shades. Value 35c, at 6 for \$1.00; pair **19c**

Men's Fine Quality Lisle and Cotton Half Hose
 Full regular made, high spliced heels and double soles, fine sheer gauze light weight, mace yarn. Black, tan and all the leading spring shades. Value 35c, at **23c**

Children's Fancy Plaid Top Sox
 Fine lisle, medium weight, full fashioned high spliced heels and double soles. Black, white, tan and all colors **22c**

50 Handsome Sofas, One-of-a-Kind, Half Price
 WAITED for this Great Bargain Friday event to offer these fifty sofas, because the values are so entirely out of the ordinary that they will surely bring eager buyers. Our other specials will interest you also.

100 Fine Rockers and Chairs, one-of-a-kind. Were \$12.00 to \$18.00, **\$7.95**

One of the 50 Sofas
 A \$825 value at **\$11.75**

There is only one of a kind, so the early shoppers will get the best selection; values ranging from \$20.00 to \$80.00; all at one price, **\$11.75**

Rockers and Chairs, in mahogany finish, with loose cushions; all at the one price, **\$11.75**

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Bargain Friday Sale

Women's Sample Neckwear

3,500 Pieces in a Great Sale
 THE sample lines of a manufacturer who sells to the best retail trade. Every piece made up for this season's selling. Large quantities of Fichus, Sailor Collars, Dutch Collars, Round Collars, Coat Collars, Sets of various kinds.

A most remarkable offer in time for vacation and outing needs. You will buy several when you see the prices and styles. Come early, as there is always a choice in these sample lots. Values 25c to \$1.50, at **12c, 19c, 39c, 49c**

Bargain Friday Sale
 German Silver Mesh **\$1.75**
 Bags Values \$2.75 to \$3.50, at **\$1.75**

10c for Sterling Silver
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Bargain Friday Sale

Tub Dresses

For Women and Misses
 Made to Measure
 At **\$4.75 to \$6.75**

Prices include: Taking Measure, Materials, Trimmings, Making.

We will make you a very stylish washable dress from fast color, high-grade Scotch zephyr gingham. About 200 designs to choose from; 10 models.

Dainty, Stylish, Washable Voile Dresses to Order for **\$6.75**

Duplicates of Paris models. Trimmed with laces, embroidery, silk piping, etc., and you will have your choice of over 60 different designs in dainty imported chiffon voiles, such as black and white stripes and checks, as well as the wanted color effects. 10 handsome models to select from.

Expert workmanship only used in the making, competent fitters will take your measure, and in ten days we will deliver to your residence the dress finished complete and guaranteed to fit.

Simpson Crawford Co., Sixth Avenue's Finest Store

Bargain Friday Sale

Household Linens

\$1.98 For \$3.25 All Linen Hemstitched Table Cloths.

Every thread warranted pure linen, three beautiful patterns, satin stripe, water lily and coin spot. 2½ yards long.

Turkish Towels
 Heavy, soft, absorbent quality; good size hemmed ends; choice of all white or neat with red borders; value 20c, at **14c**

Turkish Bath Mats
 200 dozen of Turkish Bath Mats, in pink, blue, green, tan, red; many pretty designs to select from; value 75c, at **50c**

Large Size Sheets
 Choice of 72x90 and 76x90 inches before hemming; center crease; value 60c, at each **39c**

Hand Made Renaissance Curtains—Very Special at, Pair **\$3.65**

EVERY curtain in this lot has either a hand-made insertion or a beautiful edge; mounted on the strongest quality French nets; either white or Arabian color; only 2, 3, 4, 6 pairs of a style.

Cretonne Sofa Pillows
 Every cretonne sofa cushion that has been selling at 79c, 95c to \$1.25, to-morrow at **59c**

Matting Shirt Waist Boxes
 Extra large box covered with best quality matting; all edges reinforced with rattan; carved wood handles and legs; regularly \$2.45, at **\$1.49**

Holland Window Shades
 Of excellent quality Holland 56x72 inches mounted on good quality spring rollers, complete with slits and fixtures; value 50c; at **19c**

Bed Sets
 Made of fine sheer muslin; they have been sold at out borders of figured muslin sewed to bed set; bolster covers included have been sold at \$5.50 and \$6.50, at **\$2.45**

Irish Point Lace Curtains
 20 patterns, some have handsome effects; some have plain centres and some are all-over designs. All made on a fine quality French net; made to sell at **\$2.65**

9x12 Summer Rugs
 The Greatest Values of the Season Offered for Bargain Friday Only

9x12 Kashmir Rugs **\$11.95**
 5,000 Yards of Extra Heavy Linoleums **49c**
 9x12 Crex Rugs **\$6.95**

A very attractive and durable rug, particularly suited to summer homes.

Our Model Food Store

Flour—Washburn Creamy Gold Medal, 40 lbs., **77c**
 Potatoes—Maine, Friday, full 40 lbs., **84c**

Beans—Broad, Creamery Butter, 5 lbs., **25c**
 Social Tea, Graham Crackers, Nabisco, 4 oz., **45c**

Rice—Fancy, large grains, Carolina, 10 lbs., **28c**
 Next day oranges—4 doz., **27c**
 Laundry starch—best quality, 10 lbs., **19c**

Tomatoes, Early June
 Peas, Sugar Corn **8½c**

Wines and Liquors
 Imperial Club Rye Whiskey—Old and Young, 75c
 Imported & Son Genuine Irish Whiskey, 75c
 California Claret & Zinfandel Wine, 1.05

Lemon Cling Peaches **16c**

Mail Orders Filled, Phone 2100 Chelsea.

Simpson Crawford Co., Sixth Avenue, 19th to 20th Sts., New York City